What is claimed is:

1. A method for inducing UGT1A1 isoform expression for treatment of a disease, disorder or adverse effect caused by an elevated serum concentration of an UGT1A1 substrate comprising the step of administering to a subject an effective amount of ritonavir.

2. The method of claim 1 wherein the disease or disorder is unconjugated hyperbilirubinemia.

3. The method of claim 1 wherein the UGT1A1 substrate is bilirubin.

4. The method of claim 1 wherein the effective amount of ritonavir is in a range of about 25 to about 1200 mg daily.

5. A method for treating unconjugated hyperbilirubinemia comprising the step of administering an effective amount of ritonavir to a subject in need thereof.

6. The method of claim 5 wherein the effective amount of ritonavir is in a range of about 25 to about 1200 mg daily.

7. A method for treating a disease, disorder or adverse effect caused by an elevated serum concentration of an UGT1A1 substrate upon administration of an active pharmaceutical ingredient comprising the step of co-administering ritonavir in an effective amount to a subject in need thereof.

8. The method of claim 7 wherein the effective amount of ritonavir is in a range of about 25 mg to about 1200 mg.

9. The method of claim 7 wherein the active pharmaceutical ingredient is selected from the group consisting essentially of indinavir, atazanavir, amphotericin B/cholesteryl sulfate complex, testosterone, interferon beta-1b, bicalutamide, ciprofloxacin, oxaliplatin, floxuridine,

gemcitabine hydrochloride, sargramostim, gemtuzumab ozogamicin, vinorelbine tartrate, carboplatin, peginterferon alfa-2B, tacrolimus, aldesleukin, dalfopristin/quinupristin, didanosine and capecitabine.

10. The method of claim 7 wherein the active pharmaceutical ingredient is indinavir.

11. The method of claim 7 wherein the active pharmaceutical ingredient is atazanavir.

12. The method of claim 7 wherein the disease, disorder or adverse effect caused by an elevated serum concentration of an UGT1A1 substrate is unconjugated hyperbilirubinemia.

13. A method for increasing glucuronidation of an UGT1A1 substrate comprising the step of administering an effective amount of ritonavir.

14. The method of claim 13 wherein the UGT1A1 substrate is bilirubin.

15. The method of claim 13 wherein the effective amount of ritonavir is in a range of about 25 to about 1200 mg daily.

16. A method for increasing excretion of an UGT1A1 substrate comprising the step of administering an effective amount of ritonavir.

17. The method of claim 16 wherein the UGT1A1 substrate is bilirubin.

18. The method of claim 16 wherein the effective amount of ritonavir is in a range of about 25 to about 1200 mg daily.